



Town of Luray

45 East Main Street
P. O. Box 629
Luray, Virginia 22835

November 15, 2021

Addendum #2

Website RFP No.: 21-003

Questions from a Potential Bidder received November 12, 2021

Budget

- Is there an anticipated initial project budget?
- Is there an anticipated budget for post-launch support? If not, please provide the current budget?

Data Request

- Can you talk more about what is driving the redesign now, your current pain points, and how the existing website is not serving in such a way the new site should?
- What kind of ongoing support are you currently receiving? Is it meeting your needs? How many hours and what kind of support are you getting versus what you're actually using monthly? What would you like to see in your ongoing relationship with the chosen partner post-launch of the initial project scope?
- How well do you feel you understand your current users and the things they seek to do when accessing the website?
- Are there any third-party system integrations we should be aware of other than what's mentioned in the RFP? If so, are you able to share what they are?
- Can you tell me more about yourself as the primary contact and what your ideal new website partner would be like? Our goal is to be a trusted advisor and partner, not just a vendor, so I'd love to learn more about the key individuals involved and your high-level expectations.
- In terms of design, is there an existing vision, style guide? Or are we starting from scratch?
- Can you tell us who the stakeholders of this project are?
- What is the timeline for the new website?
- For the current site, can you provide the monthly website traffic?
- How many pages from the current site are expected to migrate to the new site? The website is noted to have around 469 pages and 338 PDFs. What's happening with existing deeper content on the site? Are those expected to be maintained, migrated, recreated?

- How has your current CMS experience been? What do you see as the pros and cons of your current CMS experience? Would you be open to the popular open-source WordPress CMS?

Submission

- How many firms are expected to respond to the RFP?

Responses from the Town's In-House Staff and IT Consultant on November 15, 2021

- 1) There is not a project specific budget established at this point
- 2) No specific post-launch budget has been established. Current annual maintenance budget is \$5,000 -\$6,000 (on average)
- 3) Current re-design decisions were based on better access for customers, new options, and a fresh look.
- 4) Current support from our website provider is excellent. We anticipate a prompt, friendly, routine, and collaborative relationship with our provider/maintainer.
- 5) The Town realizes the need to provide a better, more accessible, user-friendly platform with additional options for its citizens
- 6) We currently utilize Pay Pal in conjunction with our accounting software provider, BAI, but we do not expect integration to be necessary.
- 7) Town representative is overseeing procurement and may not be a primary contact for the vendor or the platform end-users.
- 8) Principal stakeholders will be Town Council, Town Administrative staff, the Town's IT contractor, and the platform user (primarily Luray citizens and visitors).
- 9) The projected timeline is a decision on the vendor by end of 2021, and then development coordinated with the Town, testing and launch by May 1, 2022.
- 10) Current website traffic averages 16,500 users per month, with about 6,500 unique
- 11) Town anticipates a fresh update to all pages with no anticipated page migration
- 12) Our CMS preferences are outlined in the RFP, but the Town prefers an integrated system of static pages and collections of a number sufficient to provide an exceptional user experience
- 13) The number of firms expected to respond is unknown but may vary between 1 and 10.